

RESOLUTION NO. 2017-40

**A RESOLUTION OF THE VILLAGE COUNCIL OF THE
VILLAGE OF KEY BISCAYNE, FLORIDA, AUTHORIZING
THE VILLAGE MANAGER TO EXECUTE AN AGREEMENT
WITH ETC INSTITUTE, INC. FOR THE PREPARATION OF
AN UPDATED NEEDS ASSESSMENT SURVEY; AND
PROVIDING FOR AN EFFECTIVE DATE.**

WHEREAS, in January 2015 the Village of Key Biscayne, Florida (the “Village”) engaged ETC Institute, Inc. (“ETC”) to perform a needs assessment survey for the Village (the “Original Survey”); and

WHEREAS, ETC completed the Original Survey in September of 2015 with a recommendation to update the results every two (2) years; and

WHEREAS, the Village Council desires to enter into an agreement, in substantially the form attached hereto as Exhibit “A,” with ETC Institute Inc. for an update of the Original Survey; and

WHEREAS, the Village Council finds that this Resolution is in the best interest and welfare of the residents of the Village.

**NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF THE
VILLAGE OF KEY BISCAYNE, FLORIDA, AS FOLLOWS:**

Section 1. Recitals Adopted. Each of the above stated recitals are hereby adopted, confirmed and incorporated herein.

Section 2. Village Manager Authorized. The Village Manager is hereby authorized to execute an agreement with ETC Institute Inc., in substantially the form attached hereto as Exhibit “A,” subject to the Village Attorney’s approval as to form, content and legal sufficiency.

Section 3. Effective Date. This Resolution shall be effective immediately upon adoption.

PASSED AND ADOPTED this 29th day of August, 2017.


MAYOR MAYRA PEÑA LINDSAY

ATTEST:


JENNIFER DUQUE, CMC
VILLAGE CLERK



APPROVED AS TO FORM AND
LEGAL SUFFICIENCY


VILLAGE ATTORNEY

Exhibit A



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

725 W. FRONTIER CIRCLE, OLATHE, KANSAS 66061
(913) 829-1215 FAX: (913) 829-1591

December 29, 2016

Todd Hofferberth
Director of Parks and Recreation
Village of Key Biscayne

Subject: Proposal to Conduct a Community Survey for the Village of Key Biscayne

Dear Mr. Hofferberth:

ETC Institute is pleased to submit a quote to conduct a community survey for the Village of Key Biscayne. If selected for this project, ETC Institute will provide the following services:

Task 1: Design the Survey and Prepare the Sampling Plan. Task 1 will include the following services:

- Working with Village staff to develop the content of the survey. It is anticipated that the survey will be similar to the survey that was conducted by ETC Institute for the Village in 2015, but some changes will be made.
- Participating in meetings by phone to develop the survey.
- Conducting a pilot test of the survey to ensure the questions are understood by residents. Based on the results of the pilot test, ETC Institute will recommend changes (if needed) to the survey.
- Selecting a random sample of residents to be contacted for the survey. The sample will be address-based and will include residents with traditional land-lines and those that only have cell phones.

Deliverable Task 1. ETC Institute will provide a copy of approved survey instrument.

Task 2: Administer the Survey. ETC Institute will administer the survey as follows

- ETC Institute will mail the survey and a cover letter (on Village letterhead) to a random sample of households in the Village.
- Residents who receive the survey will have the option of completing it in one of the following three ways:
 - By mail using a postage-paid return envelope, which will be included with the survey
 - By going on-line to a website; the website will be printed on the survey
 - By calling a toll-free number, which will be printed on the survey; ETC Institute will have interviewers who will answer inbound calls from residents who prefer to complete the survey by phone.
- ETC Institute will follow-up with households that do not respond to the survey within 7 days to maximize participation in the survey. These follow-ups will be conducted as follows:
 - By sending e-mails to households for whom email addresses can be obtained. The emails will contain a link to the on-line version of the survey
 - By calling households and leaving voice messages about the survey with households that do not answer their phone; ETC Institute will give those who do answer their phone an opportunity to complete the survey by phone.
- ETC Institute will conduct follow-ups by phone and e-mail until a minimum of 500 surveys are completed. The result for a random sample of 500 completed surveys will provide results that have a precision of at least $\pm 4.5\%$ at the 95% level of confidence. If more than 500 households respond, all additional surveys will be processed at no additional surveys.
- ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the Village with regard to age, geographic dispersion, gender, ethnicity and other factors.

Deliverable Task 2. ETC Institute will provide a copy of the overall results for each question on the survey.

Task 3: Analysis and Final Report. ETC Institute will submit a final report to the Village. At a minimum, this report will include the following items:

- Formal report that includes an executive summary of survey methodology, a description of major findings, and charts that show the overall results of each survey

- Benchmarking analysis that shows how the results for the Village compare to national and regional norms
- A copy of the survey instruments
- Importance-Satisfaction/Quadrant Analysis that will identify the areas where the greatest opportunities exist to enhance overall satisfaction with Village services.
- GIS maps that show geocoded survey results for selected questions on the survey
- A presentation of the survey results via the Internet (e.g., Webinar, GoToMeeting, etc.)

Deliverable Task 3: ETC Institute will submit the draft final report in an electronic format and 3 hard copies of the final report.

Project Schedule

A preliminary schedule is provided below. We can adjust the schedule to meet your needs. ETC Institute has the capability to complete this survey in as little as two weeks if needed.

- **Month 1**
Design Survey Instrument
- **Month 2**
Administer Survey
- **Month 3**
Prepare and Deliver the Final Report

Fee

The total fee for the services described in this proposal would be \$19,750 including a webinar rather than an on-site presentation. If the Village would like an on-site presentation, the fee would be \$2,000 more or \$21,750. This fee is less than the fee of \$24,900 charged in 2015 because no focus groups are being provided.

Survey Pricing Options	
Option C	
Task	20-Minute Survey
Survey Design	\$1,750.00
Development of the Sampling Plan	\$1,500.00
Administration of the Survey to 400 households	\$10,300.00
Summary Report	\$2,100.00
Benchmarking Comparisons to Other Communities	\$1,000.00
Importance/Satisfaction – Priorities Analysis	\$800.00
GIS Mapping	\$1,000.00
Crosstabulations by group (age, gender, etc.)	\$800.00
Presentation of the results via webinar	\$500.00
TOTAL	\$19,750.00

Optional Services. If desired, ETC Institute will provide the following "optional" services. The fees for "optional" services would be in addition to the prices shown in the table above.

- An on-site presentation of the final results at a date to be determined by the Village (Increase the fee by \$2000 including expenses)

CLOSING: We appreciate your consideration of our proposal and look forward to your decision. If you have any questions, please do not hesitate to call me at (913) 254-4512.

Sincerely,

A handwritten signature in cursive script that reads "Christopher E. Tatham".

Christopher Tatham
CEO

Encl: PowerPoint Presentation with an Overview of ETC Institute